



Job Description

Job Title:	Digital Content Producer
Reports to:	Head of Digital Content
Job Location:	You must be able to work in the London office 60% of your time
Start Date:	September 2022
Salary	£30,000 per annum
Contract Type:	Permanent

Job purpose

We are looking for a digital content producer to help create great digital content for our BAFTA social media channels. You will help the digital content team to grow audience reach and engagement across BAFTA's social platforms (on YouTube, Facebook, Instagram, Twitter, TikTok, Twitch and LinkedIn).

You will be passionate about ensuring every creative idea and individual post supports BAFTA's ambitions and air an arts charity, as well as reaching and engaging the biggest, most relevant audience possible.

You will understand that effective digital content and engaging different audiences with relevant content year-round is vital in telling BAFTA's story and for increasing revenue back to the charity through monetization of YouTube and Facebook videos.

Reporting to the Head of Digital Content, you will be part of the team responsible for overseeing all social media accounts and activity across all BAFTA branches (including Cymru, Scotland and North America). This will include evergreen BAFTA activity as well as support through the BAFTA awards.

Key responsibilities and accountabilities

- Supporting Head of Digital Content to develop BAFTA's digital content strategy alongside marketing & communications managers to implement existing marketing strategies with a focus on audiences and channels
- Delivering content plans in line with BAFTA's brand strategy, business narratives, key messages, editorial guidelines, governance and partners
- Creation of day-to-day BAFTA social content across all BAFTA channels
- Researching, writing and choosing imagery/video editing content & posting (including Twitter, Facebook, Instagram, TikTok and LinkedIn)
- Creating and commissioning assets required by content plans for all BAFTA channels working closely with in-house graphic designer, production team or agencies
- Writing and proofreading engaging social media posts
- Community Management of BAFTA social content across a selection of BAFTA channels
- Segmenting audiences and using audience insights to inform detailed plans to increase engagement and influence community behaviour
- Scheduling and publishing content to reach target audiences using in-house publishing tools
- Analysing, reviewing and reporting performance of content to key stakeholders across the business
- Maintaining relationships with social media company representatives and content platforms
- Leading on live coverage of BAFTA's events, including BAFTA's Awards, including live tweeting, video streaming, logistics, testing, delivery and live clipping for social platforms



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Ideally you will have

- 3 years + experience working as a content creator, marketer, producer or social media manager
- Strong knowledge of Adobe Creative Suite, especially Photoshop and Premiere
- Ability to produce creative content and evaluate success across multiple platforms
- Proven copywriting experience
- Strong interpersonal skills and ability to collaborate with wider marketing team, stakeholders and talent
- Ability to articulate content strategy
- Experience managing multiple platforms and online communities
- Strong communications skills both written and verbal
- Experience of working with live coverage of events
- Strong analytical skills and data interpretation, producing reports on a daily basis

Ideally you will be

- Passionate about Film, Games and Television
- Passionate about best in class digital / social content
- Able to connect and collaborate at all levels with a close team and senior stakeholders
- A creative thinker

ABOUT BAFTA

BAFTA is a leading global charitable institution focused on championing creativity, opportunity and social change for all through the transformative power of film, games and television.

BAFTA's Vision:

We inspire new and unheard voices to become the future of the Film, Games and Television industries, we support talented people from all backgrounds to help them achieve their potential, we advocate progressive industry and cultural change, and we amplify and celebrate excellence across the screen industries

BAFTA's aims: to champion the art and the craft, champion talent and champion the industry environment by:

- identifying and celebrating industry practice deemed exceptional by peer review, thereby elevating the art and craft of film, games and TV;
- providing talent with recognition, inspiration, access and long term support, in particular those under-represented and underprivileged in society;
- enabling a positive and inclusive environment, for an accessible, sustainable and connected industry.

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DIVERSITY MONITORING

Our aim is for our staff to be a diverse mix of talented people who want to come and do their best work. BAFTA is committed to increasing diversity, and maintaining an inclusive workplace culture. We welcome applications from all qualified candidates regardless of their ethnicity, race, gender, religious beliefs, sexual orientation, age, marital status or whether or not they have a disability. Please take the time to fill out our [*Diversity Monitoring Survey*](#). All the information you provide will be anonymous and is not considered with your application.

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